

KCHIP Clarion

News & Best Practices on Covering Kentucky Kids

Fall 2000 • Kentucky Cabinet For Health Services, Department For Medicaid Services

Spotlight

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It was a difficult time that kept getting worse for Kenneth Stanley.

When his father passed away three years ago, Kenneth left his job and home in Tennessee and moved to

Murray, Kentucky, to care for his mother.

A single father, Kenneth and his ten-year-old daughter Dani, quickly discovered that making the move was like starting all over again.

After graduating with a degree in History from Austin Peay University in Clarksville, Tennessee, Kenneth remained in the small community and earned a teaching certificate. His career detoured though when he landed a good job in retail management.

Since giving up the position to be with his mom, Kenneth has been unable to find comparable employment in the Murray area. He currently works full-time as a sales clerk at a department store, at about a third of what he was earning previously.

The lower income puts Kenneth in a situation that all too many working parents are familiar with: it's barely enough to pay for rent, transportation to work, daycare, clothes and put food on the table. It's not enough to afford health coverage for his daughter.

"You try to do the basic things to keep

your child healthy," Kenneth said. "But you pray that nothing serious happens because you can't afford the doctor or hospital bills."

Something serious did happen, and the lack of health care coverage suddenly became a crisis. Kenneth had noticed that Dani seemed to have trouble



Thanks to KCHIP: Like many working parents, Kenneth Stanley of Murray couldn't afford health coverage for his daughter Dani, 10. Now KCHIP covers the doctor visits and medication she requires for ADHD.

Photo by Dianne Owen.

concentrating and he started getting reports back from her teachers at Calloway County North that she was not doing as well in the classroom. A doctor diagnosed Dani as having the hyperactivity condition known as Attention Deficit Hyperactive Disorder (ADHD). Responding to ADHD is expensive. In addition to ongoing visits to the doctor, the prescribed medication costs more than \$50 monthly.

Reaching out for help, Kenneth turned to the Calloway County Family Resource

Working Dad Covers Daughter's Needs With KCHIP

Center (CCFRC) and met coordinator, Donna Herndon. The CCFRC began assisting with Dani's medical costs through its "Angel Fund." Then, suspecting he might be eligible, Donna told Kenneth about the Kentucky Children's Health Insurance Program (KCHIP), helped him complete an application and hand-delivered it to the local Department for Community Based Services (DCBS) office in Murray. KCHIP coverage for Dani was approved just in time to pay for a required physical exam.

Kenneth had no idea that anything like KCHIP existed, or that they might be eligible. "It was an absolute feeling of relief to have KCHIP make possible all the medical care that Dani needs related to the ADHD," Kenneth said. Other important health needs of his daughter are also now being met, he said, including regular visits to the dentist.

(Continued on page 2)

KCHIP
Great Work . . . \$2,110
Kentucky children
have been enrolled
in KCHIP
through September
Together, we are
making a difference!

Best Practices

a At schools, churches, health fairs and many other places, outreach partners are spreading the word about KCHIP. Each issue we will feature some of the hard work and bright ideas that have worked well in local communities to enroll children.

🌟 KCHIP had a high profile at the Greenup County Fair in early September. Evelyn Roberts (606-920-2007), Medicaid program specialist for 15 DCBS offices in the FIVCO/Bufalo Trace area organized a booth where KCHIP cups, band-aid dispensers and pencils were handed out. Evelyn and staff of the Greenup County office talked to many people and addressed some specific needs. Several families said they couldn't afford the physicals required for their children to participate in school sports. The workers were able to get their KCHIP applications back to the office and approved the same day so the children could get their physicals. Also, Evelyn reports that they more than doubled the number of completed applications for September.

🌟 Working hard to reach uninsured families in Boyle County, Cliff Dunne (859-238-1329), coordinator of Families First, the Independent Danville Schools' Family Resource Center is employing several tactics. A skating party was held that was free to any family having uninsured children at which they helped them complete a KCHIP

application. Cliff says they also coordinate with the local Lions Club when there are requests for eye exams or glasses. The family is asked to complete a KCHIP application first, to see if they are eligible.

🌟 One of many successful back-to-school KCHIP efforts was in Marion County. Jeri Johnson (270-692-2779), coordinator of the Glasscock Family Resource Center organized a Health Fair featuring a KCHIP display at the annual "Parent Meet Teacher Day" at Glasscock Elementary. Parents were asked to complete information forms including whether their children had health insurance. With a Wal-Mart gift certificate as an incentive, 90% of the forms were returned. Jeri has been busy since following up with calls and home visits to families.

🌟 Continuing to target Hispanic families with information about KCHIP, the Kentucky Farmworker Health Program (KFHP, 859-254-7931) has been busy developing special events in many Kentucky counties. In September, the KFHP distributed KCHIP information and incentives at a health fair in Lexington held at an elementary school located in a neighborhood with a large Spanish-speaking population.



Set for Readifest: Cathy Anderson, community health nurse (left) and Kay Runyon, community health educator, both with the FIVCO District Health Department organized a KCHIP booth for an August 8 Readifest at Upper Louisa Elementary School in Lawrence County. Initiatives such as this, and the distribution of special KCHIP flyers to all public schools in Kentucky, produced a large rise in calls to the toll-free KCHIP hotline and applications forwarded to local eligibility offices.



Nine-year-old Moroni Hernandez visited with Sarah-Marie Brown of the Kentucky Farmworker Health Program during the Migrant Health Fair at Cardinal Valley Elementary School in Lexington. The KFHP is targeting many Kentucky counties to enroll children of Hispanic families for KCHIP. The display in the background features the Spanish translation of the KCHIP poster and other materials.

Working Dad

(Continued from front page)

Donna Herndon believes Kenneth is typical of many hard-working Kentucky families who are either at the upper end of the income eligibility range or temporarily experiencing financial hardships, who don't realize KCHIP coverage is available for their children. "KCHIP offers a safety net, a bridge, for people like Kenneth who haven't had to access assistance programs before," she said.

Kenneth is now more than just aware of the Family Resource Center and its services – he's lending a hand. After undergoing special training, Kenneth is employing his teaching skills as a "Parent Power" instructor. Twice a month he works with children his daughter's age as part of the Second Step Violence Prevention Program.

Appreciative of the help they've received from KCHIP and the Family Resource Center, Kenneth is glad to be able to give something back in return. "We just need a little help right now getting our lives back on the right track," Kenneth said. "KCHIP has been there to help us help ourselves."

Honoring Dedication...

A unique event recently applauded exceptional work by individuals and organizations in promoting KCHIP in the Louisville area. The Awards of Excellence Banquet on October 20 was sponsored by the Robert Wood Johnson Foundation/Covering Kids Initiative and Partners for a Healthy Louisville.

With Dawne Gee of WAVE 3 TV news presiding as Mistress of Ceremony, KCHIP Outreach awards were given in seven categories including: Healthcare Provider of the Year, Park DuValle Community Health Center, Inc., and Person of the Year, Valerie Benedict, Canaan Missionary Baptist Church.

The keynote speaker was Louisville philanthropist R. Gene Smith and the honored guest was Bud Harbsmeier, who guided the WHAS Crusade for Children for many years.

Outreach Tools Win Awards...

The statewide public awareness campaign for KCHIP enrollment earned numerous honors at the Kentucky Association of Government Communicators Blue Pencil-Gold Screen awards competition in August. KCHIP received ten awards including top honors for the posters, brochure/application and radio and print news releases.

The KCHIP informational video, "Building Healthy Families" also was recognized recently. It received an award at the annual Landmarks of Excellence competition sponsored by the Public Relations Society of America and the International Association of Business Communicators. Also winning was a radio news release distributed statewide by Commonwealth NewsCall during the spring Health Coverage for Kids Week. The KCHIP awareness campaign is being conducted by the Kentucky Cabinet for Health Services with Kuvin•Dennis Public Relations and Red7e Advertising.



Harvest of Health: Volunteers in bright yellow KCHIP T-shirts welcomed an estimated 45,000-50,000 visitors to the Kentucky Cabinet for Health Services' "Garden of Good Health" booth at the Kentucky State Fair in August. Face painting (below) by volunteers such as Marty Kokes, occupational therapist at the Commission for Children with Special Health Needs, was a big attraction. Governor Paul Patton (right) held a news conference at the booth and visited with volunteers. News coverage by TV stations and The Courier-Journal newspaper provided great exposure for KCHIP. Photo by Janis Stewart.



KCHIP Income Guidelines



Kentucky Children's Health Insurance Program

275 East Main Street • Frankfort, KY 40621
502.564.6890
<http://chs.state.ky.us/chs/KCHIP/KCHIP.htm>



KCHIP Income Amounts

| Number of Family Members | Family Monthly Income (before taxes) | Family Yearly Income (before taxes) |
|--------------------------|--------------------------------------|-------------------------------------|
| 1 | \$1,392 | \$16,700 |
| 2 | \$1,875 | \$22,500 |
| 3 | \$2,359 | \$28,300 |
| 4 | \$2,842 | \$34,100 |
| 5 | \$3,325 | \$39,900 |
| 6 | \$3,809 | \$45,700 |
| 7 | \$4,292 | \$51,500 |
| 8 | \$4,775 | \$57,300 |

ADDRESS SERVICE REQUESTED

Note: These income limits change around April of each year.

- The number of people in a family includes the children and the parent(s).
- A family is considered as a child or children and the natural or adoptive parents residing together in a household.
- For family units of more than 8 members, add \$484 per month or \$5,800 per year for each additional member.



a A concerted statewide effort of providing KCHIP information to families returning their children to school has paid off. Calls to the toll-free KCHIP hotline doubled from July to August and there was a similar rise in the number of applications completed and forwarded to local eligibility offices.

As a key part of the campaign, the Department for Medicaid Services distributed 650,000 bright yellow KCHIP

flyers to Kentucky schools to be included in start-of-school packets for parents. Additional flyers were provided to PTA chapters throughout the state.

Many educators were glad to have the information. "As a result of sending home the KCHIP flyers, we received calls asking about the program. It made people more aware and helped them get the health services they needed," said Cynthia Lawson, middle grades principal at Second Street School in Frankfort. There was also on-site activity at many schools. Armed with KCHIP displays and incentive items such as pencils and band-aids, workers with Family Resource and Youth Services Centers and local health departments met with families at Readifests and other school events.

Extensive media coverage bolstered the back-to-school initiative. The Cabinet for Health Services issued print and radio news releases statewide. A front-page article in the state's largest newspaper, The Courier-Journal, was transmitted by the

Back-to-School Push Shows Results

Associated Press providing KCHIP publicity in many counties. The bottom line: through September, more than 62,000 children had been enrolled for coverage.

Re-enrolling KCHIP children...

no longer requires a face-to-face interview. Instead, families now receive a pre-printed form in the mail from their local DCBS office. It's important that parents complete and sign the form and mail it back within the specified time to retain their child's KCHIP eligibility.



KCHIP Toll-Free

1-877-KCHIP-18
(1-877-524-4718)

For the hearing impaired:

1-877-KCHIP-19
(1-877-524-4719)

For Spanish translation:

1-800-662-5397



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